

# 2005 AMD Analyst Day

**Marty Seyer**  
**Senior Vice President,**  
**Business & Performance Computing,**  
**Microprocessor Solutions Sector (MSS)**

A solid green horizontal rectangular bar located below the text block.

# AMD Commercial Business Agenda

- AMD Market Dynamics
- IT Top of Mind
- Commercial Strategy
- AMD64 Leadership
- AMD Winning Solutions



# AMD Market Dynamics

## Competition

AMD .....

- Ahead on servers
- Better DT solutions
- AMD Turion™ 64 Mobile Technology gaining
- Open approach to platform ecosystem

## OEMs

Winning with AMD  
Opteron™ processors...

- HP and FSC - blades, servers, clients
- IBM – servers, blades
- SUN - servers

## Influencers

AMD64 is the Gold  
Standard for X64  
computing

ISVs have certified  
over 1300  
applications

Media & Analysts  
recognize AMD64:  
Over 120 awards

## End-Customers

Momentum: 85 of the  
top 100 companies on  
the Forbes Global 2000  
or their affiliates use  
AMD Opteron processors

Government Bids are  
opening up

AMD64 Commercial  
Client successes



**Dell is...  
Being impacted**

**BARRON'SOnline**

Pure and simple,  
the prospects for  
Advanced Micro  
Devices have never  
been brighter. ...it's  
gaining market  
share in high-end  
processors at a  
dazzling pace.

*September 26, 2005*



**AMD**

**2005 Analyst Day**



# IT Top of Mind

- **Multi-core –**  
an industry inflection point
- **“Performance per watt” –**  
the new important processor  
metric in the industry
- **Virtualization –**  
the most important computing  
trend in the enterprise
- **Blades -**  
the hottest segment in servers  
and an early indicator of  
“reinventing the client”
- **Clients -**  
simplified implementation and  
management



## Best Use of Resources

# AMD Commercial Strategy

## 2006:

**Grow Server Business to >20% market share**

**Grow Commercial Client Business to >15% market share**

### **2006 Plan:**

- Set the data center agenda
- Be the “safe” choice for servers
- Leverage AMD Opteron™ processor success into commercial client
- Define and drive new client usage models
- Drive innovation into client platforms

### **Future Picture: 2007-2008**

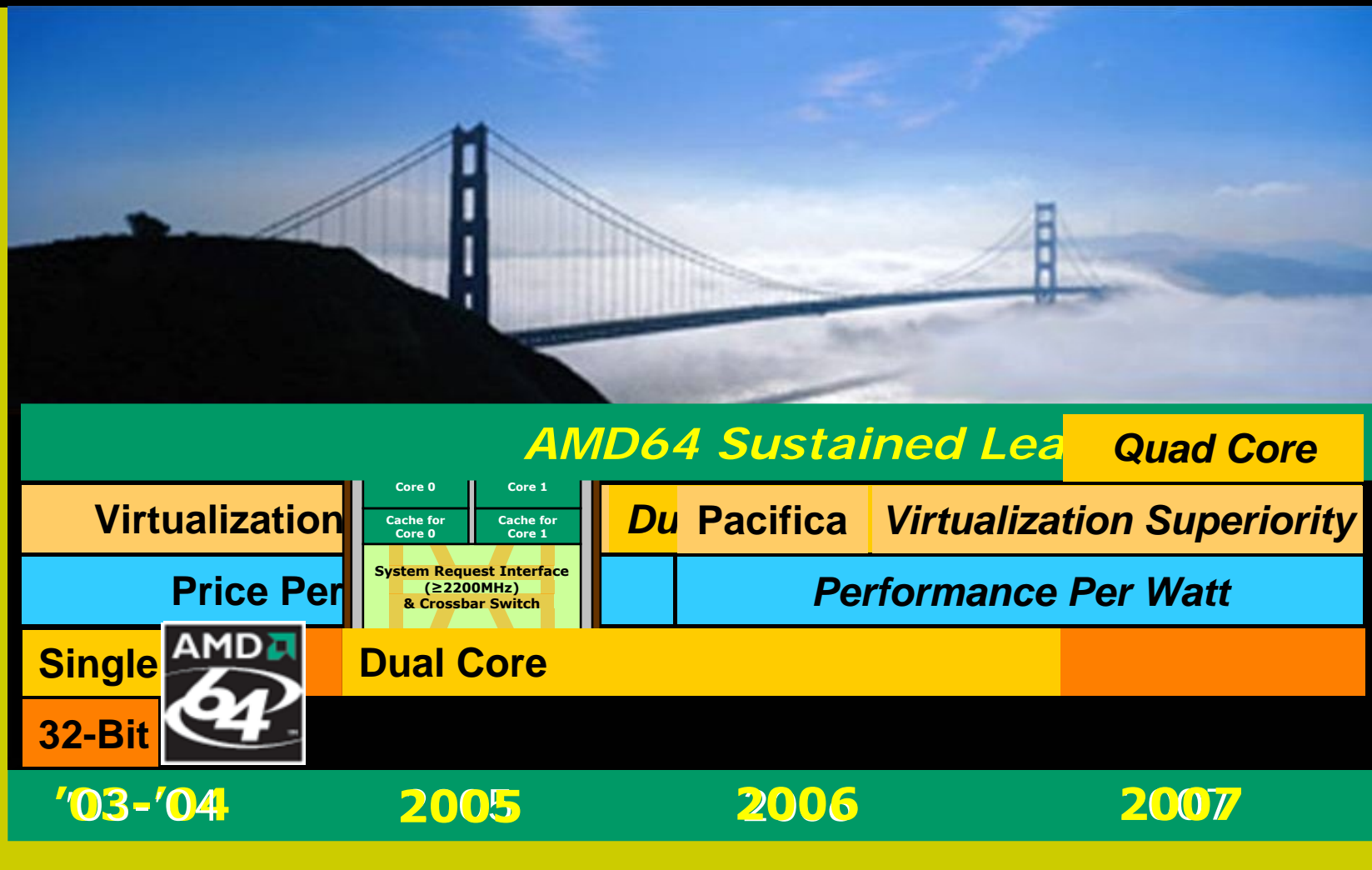
- Lead in Quad Core
- Serve all segments
- Leader in new client usage models
- Take the lead in Mobile



### **Future Picture: 2009-2010**

- Be preeminent in servers
- Be preeminent in new clients
- Broadly adopted in traditional clients

# AMD64 Leadership



t1

Marty,

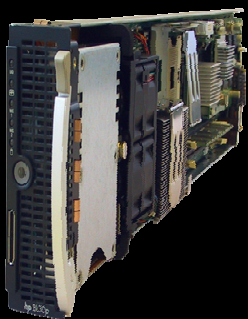
I am working on a version of this that will replace the next three pages but have left them in as a placeholder. It builds on the concept you had of putting the leadership evolutions all one page.

timw, 11/11/2005



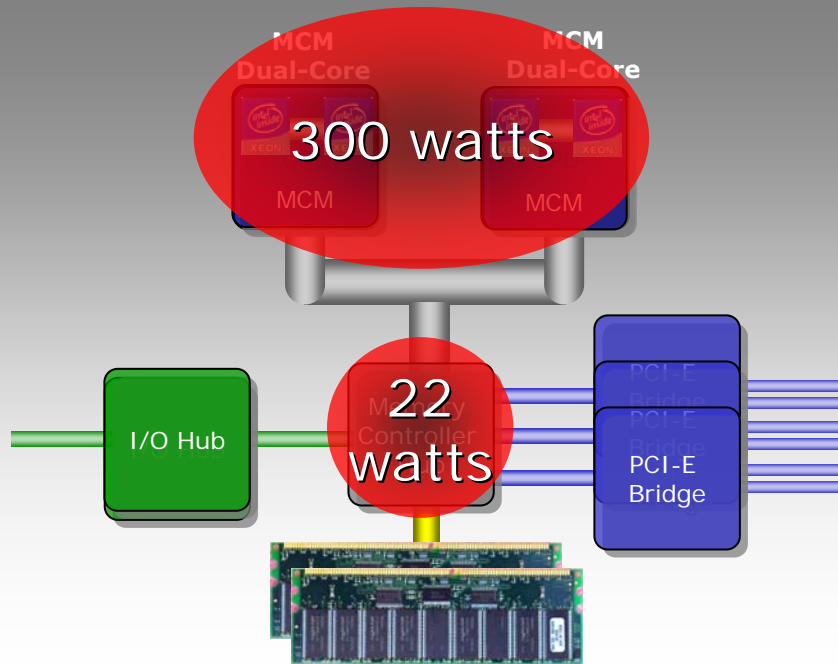
# Server Strategy

- Strong push on dual core in 2006
- Shift the focus to performance/watt
- Leverage upgradeability and longevity
- Enable best in class resource utilization through virtualization
- Drive innovation in blades with AMD64

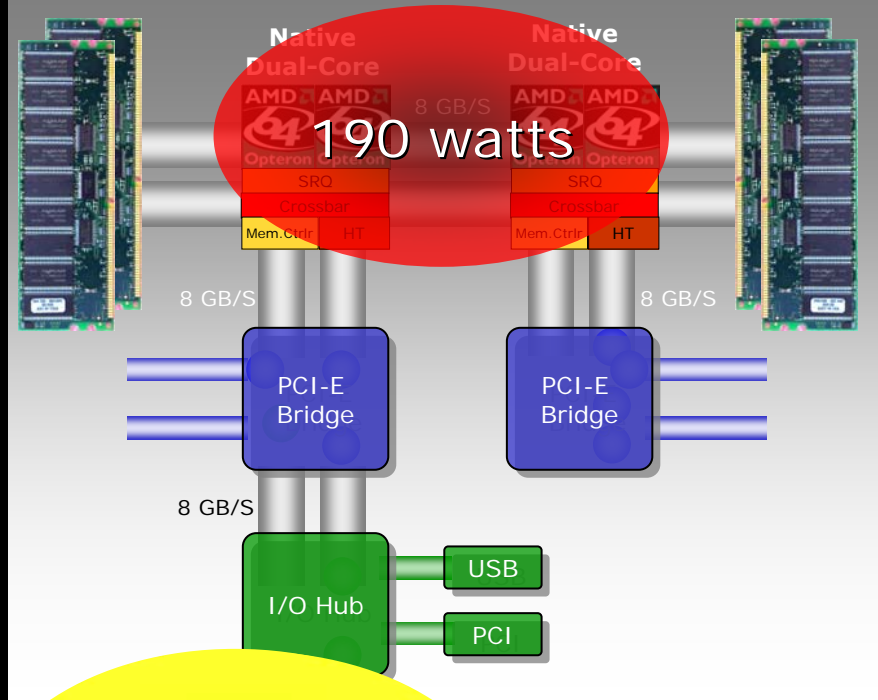


# Best Performance/Watt by Design – 2P

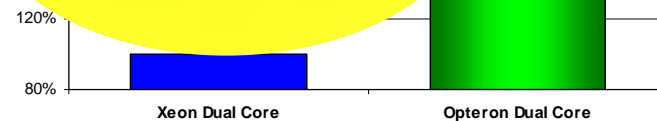
## Intel Xeon Dual-Core 'Paxville'



## AMD Opteron™ Dual Core



220% Better  
Performance  
per Watt

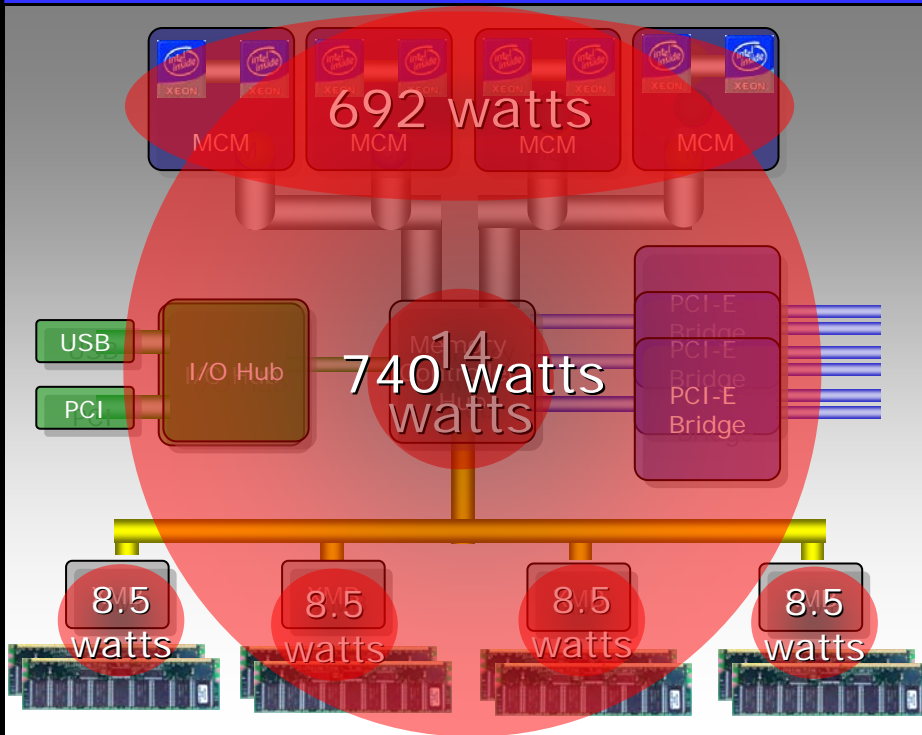


Benchmark: SPECint<sub>rate</sub>2000 (Microsoft® Windows®)

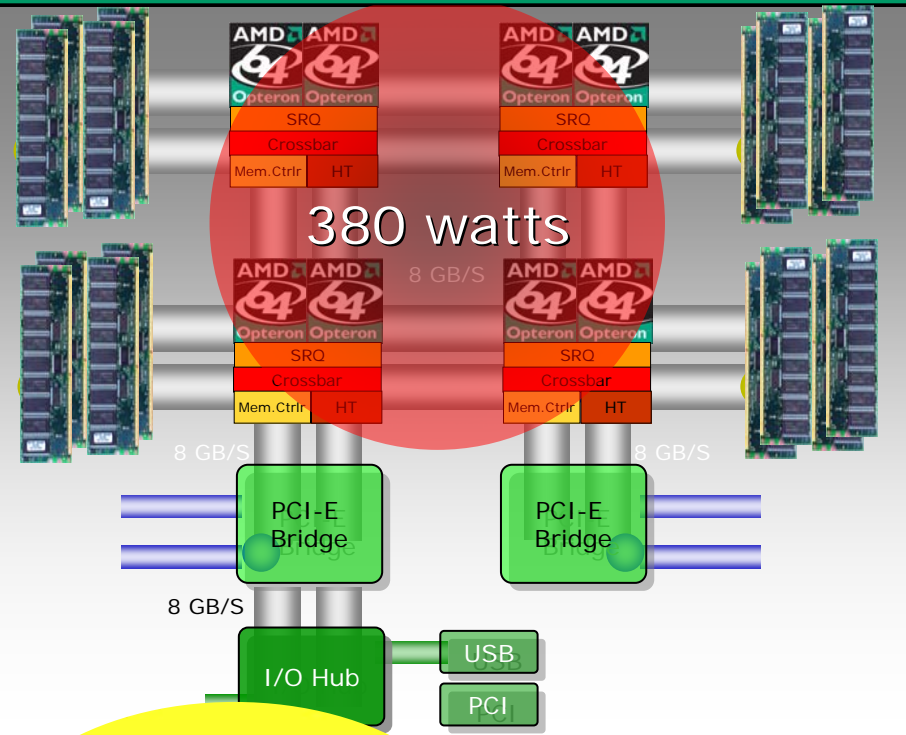


# Best Performance/Watt by Design - 4P

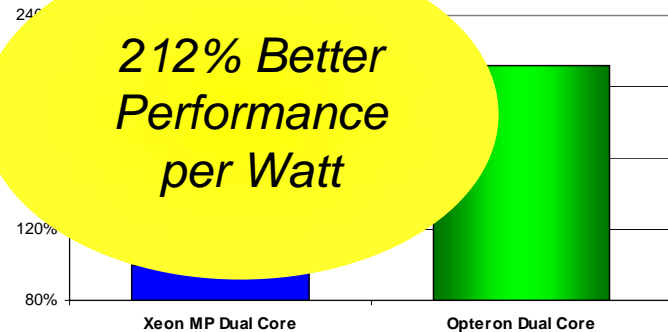
## Intel Xeon MP Dual-Core 'Paxville'



## AMD Opteron™ Dual Core



212% Better  
Performance  
per Watt

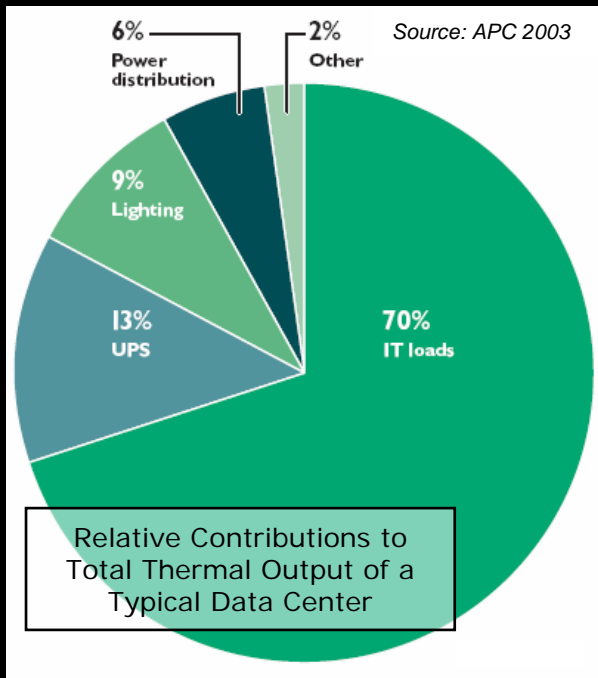


Benchmark: TPC-C™ Performance (Microsoft® Windows® Server with MS SQL)



2005 Analyst Day

# Performance per Watt is Real Savings



Sun Dual Core Savings Calculator					
	Intel Xeon MP	Sun Fire V40z Dual Core	Upside	Unit Savings	Cost Savings
Processor	Intel Xeon	AMD Opteron Dual Core			
# Units	<input type="text" value="250"/>	125	Fewer units means fewer support hours (IT Admin)	125	\$112,500
Servers per Rack	9	12	More (sic) units per rack means fewer racks (cost per rack)	17	\$6,120
Power Supply per Unit (Watts)	800	760	Fewer units means less power consumed (kWh)	919,800,000	\$119,574
<input type="button" value="Recalculate"/>			Year 1 Savings		\$238,194

\*Calculations are based on a standard datacenter scenario with existing racks and available space. Rack space calculated as a \$5 per square foot with each rack taking up 6 square feet. Savings would be greater if new racks are purchased, or if space costs are higher than \$5/sqft. Power costs are based on World Wide average cost per kWh of 13 cents. Data gathered from the World Energy Organization which takes into consideration energy costs in the US (avg. 5-10 cents/kWh), Europe (avg. 15-20 cents/kWh), Japan (15-20 cents/kWh).

AMD will be laser focused on performance-per-watt efficiencies

Coming Soon!

- AMD Competitive Power Savings Calculator
  - Located on amd.com
- Energy Clock
  - Real-Time Power Savings count-down located on amd.com